

Abstract

In the short run the 20th century will be left, then we are going to face the 21st century. Experts said that the 21st century will be totally different compare to the previous one. It is caused totally by technology advancement in communication and computer. Impacts of the condition are the competition becoming more tight, the organization have to swift their perception of anything, and changing their ways to treat the employees. To win the next competition, the company has to develop their new competitive advantages that are different from the traditional ones.

The companies which are going to prepare for the 21st century challenges, will have more obstacles because of the asian economic crisis. The crisis begun to appear in the middle of 1997 without any sign. Up to the end of 1996, some asian countries, such as : Korea, Singapore, Malaysia, Hongkong, Thailand, Taiwan and Indonesia had grow astonishingly. They are predicted to grow more in a tremendous way up to the beginning of the next century. But in the middle of 1997, the investors realized that their expectations in asian countries had been over optimistic, the foreign capital had been over invested and could not be continued. Then there is reversal of capital flows that proceeded spasms ferociously, which lead to asian economic crisis. It begun at Thailand then spread to other asian countries. In Indonesia the condition becoming worse because of the private/public companies and government due date in 1997 and 1998.

Dollars were hunted by everyone to pay their debts, this condition has weakened rupiah.

The Indonesian government policies to lift rupiah has not succeeded yet. Instead it cause huge burden to the rill sectors in Indonesia. As well as to PT Astra International Tbk – Honda Sales Operation, which this thesis is going to analyze at. This thesis tried to help the company to overcome the obstacles at human resource aspect to survive through the economic crisis and to anticipate the next century challenges.

This thesis is an explorative study at PT Astra International Tbk – Honda Sales Operation using strategic management tools to observe through and then discuss the human resource management in the company as a strategic management aspect.

The thesis will observe the company condition and then from that point of view, will propose some basic ideas about how human resource management strategy should be in PT Astra International Tbk – Honda Sales Operation. The strategy aims to survive through the economic crisis and to cope with the up coming organizational problems.